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TvB

TRENDS IN VIEWING

Prepared by the Research Department
TELEVISION BUREAU OF ADVERTISING, INC.
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Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022 · 212 486-1111

TRENDS IN VIEWING
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HOURS OF TV USAGE
Per TV Home Per Day

	1979	1980	1981	1982	1983	1984	1985	1986
Jan	7:20	7:18	7:35	7:47	7:38	7:53	(7:58)	7:52
Feb	7:11	7:22	7:23	7:22	7:33	7:38	(7:49)	7:48
Mar	6:41	7:05	7:07	7:08	7:16	(7:31)	7:20	
Apr	6:26	6:38	6:44	6:53	(7:19)	7:17	7:04	
May	5:53	6:07	6:19	6:16	6:39	(6:45)	6:36	
Jun	5:50	5:55	6:05	6:13	6:23	6:30	(6:41)	
Jul	5:46	5:48	6:00	6:09	6:23	6:26	(6:34)	
Aug	5:55	6:00	6:16	6:17	6:25	(6:46)	6:41	
Sep	6:16	6:16	6:21	6:28	6:41	6:45	(6:54)	
Oct	6:32	6:40	6:52	6:43	6:59	7:07	(7:11)	
Nov	6:56	7:02	7:05	7:01	7:30	7:26	(7:37)	
Dec	6:53	7:05	7:16	7:16	(7:37)	7:27	7:34	
Yearly Average	6:28	6:36	6:45	6:48	7:02	7:08	(7:10)	
Year-to-date	7:16	7:20	7:29	7:35	7:36	7:46	(7:53)	7:50

( ) All Time High

Source: A.C. Nielsen

Time Spent Viewing: Over-the-Air Vs. Cable

In The Average TV Household

Average Time Spent Per Household Per Day

		Over-The-Air	Change in Mins.	% Total Viewing	Cable Orig.	Change in Mins.	% Total Viewing	Pay Cable	Change in Mins.	% Total Viewing
1984	Jan	7:35	+17	89	:29	+12	6	:24	+1	5
	Feb	7:09	- 2	89	:27	+ 8	6	:24	-	5
	Mar	7:05	+ 9	89	:29	+ 9	6	:24	+4	5
	Apr	6:42	-16	88	:29	+ 9	6	:24	+2	6
	May	6:10	-10	88	:29	+ 9	6	:24	+4	6
	Jun	6:00	+ 3	87	:27	+ 8	7	:26	+2	6
	Jul	5:48	- 9	86	:29	+ 9	7	:29	+3	7
	Aug	6:07	+11	88	:27	+ 7	6	:27	+1	6
	Sep	6:12	- 4	88	:29	+ 7	7	:23	-1	5
	Oct	6:35	- 1	88	:32	+10	7	:23	-	5
	Nov	6:53	-12	87	:32	+ 8	7	:26	+2	6
	Dec	6:55	-18	88	:32	+ 5	7	:24	+1	5
Average		6:36	- 3	88	:29	+ 8	7	:25	+2	5
1985	Jan	7:32	- 3	88	:35	+ 6	7	:26	+2	5
	Feb	7:13	+ 4	88	:36	+ 9	7	:26	+2	5
	Mar	6:43	-17	87	:35	+ 6	7	:26	+2	6
	Apr	6:23	-19	86	:35	+ 6	8	:26	+2	6
	May	6:00	-10	87	:30	+ 1	7	:24	-	6
	Jun	6:01	+ 1	86	:32	+ 5	7	:29	+3	7
	Jul	5:44	- 4	84	:35	+ 6	9	:30	+1	7
	Aug	5:54	-13	84	:35	+ 8	8	:33	+6	8
	Sep	6:13	+ 1	86	:35	+ 6	8	:27	+4	6
	Oct	6:35	-	87	:32	-	7	:26	+3	6
	Nov	6:59	+ 6	88	:33	+ 1	7	:26	-	5
	Dec	6:56	+ 1	88	:35	+ 3	7	:24	-	5
Average		6:31	- 5	87	:34	+ 5	7	:27	+2	6
1986	Jan	7:18	-14	88	:35	-	7	:24	-2	5
	Feb	7:13	-	88	:37	+ 1	8	:22	-4	4

Source: A.C. Nielsen (NTI), Cable TV - A Status Report

HOURS OF TV USAGE
Per Person Per Day

		1979	1980	1981	1982	1983	1984	1985	1986
Men 18+	Feb	4:06	4:21	4:21	4:14	(4:23)	4:21	4:21	4:20
	Mar	NA	4:03	(4:13)	4:03	4:11	4:11	4:07	
	Apr	3:40	3:51	3:57	3:50	(4:08)	3:59	3:54	
	May	3:13	3:28	3:36	3:30	3:38	(3:43)	3:34	
	July	3:03	3:16	3:11	3:22	3:26	3:22	(3:31)	
	Oct	3:47	3:55	(4:02)	3:52	(4:02)	(4:02)	4:01	
	Nov	3:55	4:06	4:11	3:56	(4:19)	4:09	4:18	
	Dec	4:00	4:11	(4:23)	4:10	4:21	4:16	4:12	
Women 18+	Feb	5:10	5:15	5:11	5:10	5:01	5:09	(5:21)	(5:21)
	Mar	NA	4:58	4:56	4:50	4:47	(5:00)	4:57	
	Apr	4:28	4:42	4:33	4:38	4:47	(4:52)	4:49	
	May	4:07	4:21	4:18	4:12	4:21	(4:33)	4:29	
	July	3:54	4:04	3:54	4:02	4:05	4:09	(4:24)	
	Oct	4:34	4:32	4:35	4:29	4:37	4:47	(4:51)	
	Nov	4:45	4:47	4:49	4:35	4:57	5:03	(5:08)	
	Dec	4:42	4:45	4:50	4:45	5:00	(5:01)	(5:01)	
Teens 12-17	Feb	3:27	3:33	3:40	3:15	3:36	(3:47)	3:46	3:42
	Mar	NA	3:03	3:07	3:03	(3:35)	3:31	3:16	
	Apr	3:04	3:17	2:56	3:08	(3:40)	3:25	3:21	
	May	2:47	2:45	2:43	2:35	(3:05)	3:01	2:47	
	July	3:38	3:43	3:28	3:39	(4:05)	3:53	3:54	
	Oct	3:05	3:01	2:47	3:13	(3:21)	2:48	3:06	
	Nov	3:25	3:17	2:55	3:13	(3:33)	3:13	3:22	
	Dec	3:12	3:23	3:06	3:31	(3:36)	3:24	3:24	
Children 2-11	Feb *	4:21	4:07	4:07	4:07	3:54	4:03	4:25	4:02
	Mar	NA	(3:57)	3:49	3:40	(3:57)	3:53	3:52	
	Apr	3:45	3:42	3:31	3:47	(3:58)	3:47	3:47	
	May	3:02	3:02	3:00	2:51	3:00	(3:20)	3:10	
	July	3:11	3:17	3:23	3:44	3:30	3:44	(3:47)	
	Oct *	3:21	3:32	3:23	3:12	3:14	3:22	3:25	
	Nov	3:43	3:52	3:40	3:31	3:41	3:54	(3:58)	
	Dec *	3:43	3:59	3:47	3:43	3:53	3:58	3:56	

( ) All Time High

Source: Television Bureau of Advertising (TvB)
from data supplied A.C. Nielsen

* Record set prior to 1979

TIME SPENT VIEWING
Per TV Home--Per Day
Annual Averages

1950	4 hr. 35 min.	1970	5 hr. 56 min.
1951	4 hr. 43 min.	1971	6 hr. 2 min.
1952	4 hr. 49 min.	1972	6 hr. 12 min.
1953	4 hr. 40 min.	1973	6 hr. 15 min.
1954	4 hr. 46 min.	1974	6 hr. 14 min.
1955	4 hr. 51 min.	1975	6 hr. 7 min.
1956	5 hr. 1 min.	1976	6 hr. 18 min.
1957	5 hr. 9 min.	1977	6 hr. 10 min.
1958	5 hr. 5 min.	1978	6 hr. 17 min.
1959	5 hr. 2 min.	1979	6 hr. 28 min.
1960	5 hr. 6 min.	1980	6 hr. 36 min.
1961	5 hr. 7 min.	1981	6 hr. 45 min.
1962	5 hr. 6 min.	1982	6 hr. 48 min.
1963	5 hr. 11 min.	1983	7 hr. 2 min.
1964	5 hr. 25 min.	1984	7 hr. 8 min.
1965	5 hr. 29 min.	1985	7 hr. 10 min.
1966	5 hr. 32 min.		
1967	5 hr. 42 min.		
1968	5 hr. 46 min.		
1969	5 hr. 50 min.		

Source: A.C. Nielsen Co.

Target Demo: ADULTS 25-54

Universe Estimates - Men 46,760,000
Women 48,700,000

Time Spent With TV Daily

ADULTS 25-54

Men	4 hrs.	9 mins.
Women	4 hrs.	49 mins.

TV Usage By Daypart (1)

——Avg. Minute % Viewing——

		Men 25-54		Women 25-54	
		%	TDI (2)	%	TDI (2)
Mon-Fri	7am-10am	6.1	55	12.4	112
	10am-1pm	6.8	56	16.0	131
	1pm-4:30pm	8.1	53	19.7	128
	4:30pm-7:30pm	24.1	77	28.6	91
Mon-Sun	7:30pm-8pm	40.5	93	43.1	99
	8pm-11pm	46.0	104	50.8	115
	11pm-11:30pm	33.2	119	34.1	122
	11:30pm-1am	18.9	126	18.1	121
Sat	7am-1pm	10.3	63	10.9	66
	1pm-4:30pm	24.0	112	18.1	85
	4:30pm-7:30pm	33.9	107	28.1	88
Sun	7am-1pm	15.1	96	13.3	85
	1pm-4:30pm	38.4	132	26.6	91
	4:30pm-7:30pm	45.4	123	33.4	90

Source: A.C. Nielsen
NTI/NAD Report
Nov. 1985

(1) Based on EST, except EST + 3 hours in Pacific Territory.

(2) Target Demo Index
The larger the index the greater the proportion of target demos to total viewers. (Persons 2+=100)